

Station WAVY-TV NORFOLK, VA.  
Advertiser (    ) OBAMA FOR AMERICA  
Product BARACK OBAMA 60S  
Estimate# 2141  
Buyer DAN NAGELBERG  
Phone#  
Fax#

Agency (    ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/2141  
Flight Dates 10/27/2012 - 10/31/2012  
Hiatus Weeks

Rep Firm  
Sales Office (    ) PHILADELPHIA  
Salesperson (    ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---  
SC=\*

--- REMARKS ---  
THIS IS A NEW CONTRACT  
TOTAL 40,000  
PLS CONFIRM ASAP  
THANKS, ANGELA

| LT  | Ln  | Day | Time    | Program   | Len | Rate     | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-----|---------|---|-----|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | ---     | -----   | --- | ---      | ---         | ---        | ---        | ---         | ---        | ---     |
|     | 1   | M-W | 9A-10A  | Today SHOW2<br>Buyline Comment: TODAY SHOW2               | :30 | \$300.00 | 10/29-10/31 | 3          | 1          | 3           | \$900.00   |         |
|     | 2   | M-W | 10A-11A | Today SHOW3<br>Buyline Comment: TODAY SHOW3               | :30 | \$250.00 | 10/29-10/31 | 3          | 1          | 3           | \$750.00   |         |
|     | 3   | M-W | 11A-12P | Hampton Roads Show<br>Buyline Comment: HAMPTON ROADS SHOW | :30 | \$75.00  | 10/29-10/31 | 1          | 1          | 1           | \$75.00    |         |
|     | 4   | M-W | 12P-1P  | Noon News<br>Buyline Comment: NOON NEWS                   | :30 | \$125.00 | 10/29-10/31 | 3          | 1          | 3           | \$375.00   |         |
|     | 5   | M-W | 1P-2P   | Days of Our Lives<br>Buyline Comment: DAYS OF OUR LIVES   | :30 | \$300.00 | 10/29-10/31 | 3          | 1          | 3           | \$900.00   |         |
|     | 6   | M-W | 2P-3P   | The Doctors<br>Buyline Comment: THE DOCTORS               | :30 | \$75.00  | 10/29-10/31 | 3          | 1          | 3           | \$225.00   |         |
|     | 7   | M-W | 3P-4P   | Maury Povich<br>Buyline Comment: MAURY POVICH             | :30 | \$125.00 | 10/29-10/31 | 3          | 1          | 3           | \$375.00   |         |
|     | 8   | M-W | 4P-5P   | Anderson Cooper<br>Buyline Comment: ANDERSON COOPER       | :30 | \$125.00 | 10/29-10/31 | 3          | 1          | 3           | \$375.00   |         |

Rep Order# 6868239 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 10/26/2012 9:45 AM 2 of 5  
Last Received: 10/25/2012 6:11 PM  
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.  
Advertiser ( ) OBAMA FOR AMERICA  
Product BARACK OBAMA 60S  
Estimate# 2141  
Buyer DAN NAGELBERG  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/2141  
Flight Dates 10/27/2012 - 10/31/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

| LT | Ln | Day | Time    | Program                         | Len | Rate     | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|-----|---------|---------------------------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
|    | 9  | M-W | 5A-6A   | Buyline Comment: EARLY AM NEWS  | :30 | \$300.00 | 10/29-10/31 | 2          | 1          | 2           | \$600.00   |         |
|    | 10 | M-W | 6A-7A   | Buyline Comment: AM NEWS        | :30 | \$700.00 | 10/29-10/31 | 2          | 1          | 2           | \$1,400.00 |         |
|    | 11 | M-W | 7A-9A   | Buyline Comment: TODAY SHOW     | :30 | \$700.00 | 10/29-10/31 | 3          | 1          | 3           | \$2,100.00 |         |
|    | 12 | SA  | 6A-7A   | Buyline Comment: EARLY AM NEWS  | :30 | \$200.00 | 10/27-10/27 | 1          | 1          | 1           | \$200.00   |         |
|    | 13 | SA  | 7A-8A   | Buyline Comment: AM NEWS        | :30 | \$400.00 | 10/27-10/27 | 1          | 1          | 1           | \$400.00   |         |
|    | 14 | SA  | 8A-10A  | Buyline Comment: SAT TODAY SHOW | :30 | \$500.00 | 10/27-10/27 | 1          | 1          | 1           | \$500.00   |         |
|    | 15 | SU  | 7A-8A   | Buyline Comment: SUN AM NEWS    | :30 | \$400.00 | 10/28-10/28 | 1          | 1          | 1           | \$400.00   |         |
|    | 16 | M-W | 5P-530P | Buyline Comment: 5P NEWS        | :30 | \$700.00 | 10/29-10/31 | 3          | 1          | 3           | \$2,100.00 |         |
|    | 17 | M-W | 530P-6P | Buyline Comment: 530P NEWS      | :30 | \$700.00 | 10/29-10/31 | 3          | 1          | 3           | \$2,100.00 |         |
|    | 18 | M-W | 6P-630P | Buyline Comment: 6P NEWS        | :30 | \$800.00 | 10/29-10/31 | 3          | 1          | 3           | \$2,400.00 |         |
|    | 19 | SA  | 6P-630P | Buyline Comment: 6P NEWS        | :30 | \$300.00 | 10/27-10/27 | 1          | 1          | 1           | \$300.00   |         |



Station WAVY-TV NORFOLK, VA. Agency ( ) GMMB Rep Firm  
Advertiser ( ) OBAMA FOR AMERICA 3050 K ST NW Sales Office ( ) PHILADELPHIA  
Product BARACK OBAMA 60S WASHINGTON, DC 20007 Salesperson ( ) ANJIE BRADY  
Estimate# 2141 Agency C/P1/P2/E 95/101/2141 Salesperson Phone# 215-567-6005  
Buyer DAN NAGELBERG Flight Dates 10/27/2012 - 10/31/2012 Salesperson FAX# 215-567-5938  
Fax# Hiatus Weeks

| LT | Ln | Day | Time       | Program               | Len | Rate       | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|-----|------------|-----------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
|    | 31 | TU  | 9P-10P     | CO ON /THE NEW NORMAL | :30 | \$800.00   | 10/30-10/30 | 1          | 1          | 1           | \$800.00   |         |
|    | 32 | TU  | 10P-11P    | PARENTHOOD            | :30 | \$1,100.00 | 10/30-10/30 | 1          | 1          | 1           | \$1,100.00 |         |
|    | 33 | W   | 9P-10P     | LAW AND ORDER SVU     | :30 | \$1,800.00 | 10/31-10/31 | 1          | 1          | 1           | \$1,800.00 |         |
|    | 34 | W   | 10P-11P    | CHICAGO FIRE          | :30 | \$1,000.00 | 10/31-10/31 | 1          | 1          | 1           | \$1,000.00 |         |
|    | 35 | SA  | 8P-11P     | DRAMA ENCORES         | :30 | \$300.00   | 10/27-10/27 | 6          | 1          | 6           | \$1,800.00 |         |
|    | 36 | SU  | 815P-1130P | SUNDAY NIGHT FOOTBALL | :30 | \$3,500.00 | 10/28-10/28 | 1          | 1          | 1           | \$3,500.00 |         |

---REPORT TOTALS---  
Report Totals: 73 / \$40,000.00

---SALES MONTHLY TOTALS---  
Oct 12: 16 / \$9,425.00 Nov 12: 57 / \$30,575.00  
Sales Totals: 73 / \$40,000.00  
Station Totals: 73 / \$40,000.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---  
Market Totals \$210,526 CATV 0% WAVY 19% WGNT 14% WPXV 0% WTKR 16%  
WTVZ 11% WVBT 26% WVEC 14%

---COMPETITIVE COMMENTS---

EC'd Yes    Last Received: 10/25/2012 6:11 PM    Showing Buylines: All Lines

|                                  |                                      |                                 |
|----------------------------------|--------------------------------------|---------------------------------|
| Station WAVY-TV NORFOLK, VA.     | Agency ( ) GMMB                      | Rep Firm                        |
| Advertiser ( ) OBAMA FOR AMERICA | 3050 K ST NW                         | Sales Office ( ) PHILADELPHIA   |
| Product BARACK OBAMA 60S         | WASHINGTON, DC 20007                 | Salesperson ( ) ANJIE BRADY     |
| Estimate# 2141                   | Agency C/P1/P2/E 95/101/2141         | Salesperson Phone# 215-567-6005 |
| Buyer DAN NAGELBERG              | Flight Dates 10/27/2012 - 10/31/2012 | Salesperson FAX# 215-567-5938   |
| Phone#                           | Hiatus Weeks                         |                                 |
| Fax#                             |                                      |                                 |

COMPETITIVE IS ESTIMATED

Books null  
Demos RA35+

---Agency Comment---  
PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---  
CASH IN ADVANCE